



POLLING MEMORANDUM

FR: Fritz Wenzel, President, Wenzel Strategies LLC

RE: Survey of Likely Republican Primary Voters in Iowa

Wenzel Strategies is a national public opinion research firm based in Columbus, Ohio, serving clients in politics, business, media, government and the non-profit sector. It conducted a telephone survey of likely Republican Primary Election voters statewide in Iowa regarding the race for the GOP nomination for U.S. Senate. The survey was conducted Feb. 1-2, 2013, and included 800 respondents. The survey carries a margin of error of +/- 3.44 percentage points.

The Wenzel Strategies survey of likely Republican Primary Election voters statewide in Iowa shows that Rep. Steve King is well-regarded by GOP primary voters and leads a field of many candidates by a wide margin. In a prospective 8-person contest for the Republican nomination for the United States Senate, King wins 34% support, compared to 19% for Rep. Tom Latham, who comes in second place. Lt. Gov. Kim Reynolds comes in a distant third place, winning 10% support. Another 20% of respondents were undecided in the race.

The survey shows that King is seen favorably by 67% of respondents, including 50% who said they hold a very favorable opinion of him. Another 16% said they have an unfavorable opinion of him, and 17% said they don't know him well enough to have formed an opinion about him.

Not surprisingly, King's strength is with the most conservative voters in Iowa. Among those who self-identified as TEA Party conservatives, 74% said they held a very favorable opinion of him, while another 18% held a somewhat favorable view of him. Just two percent of TEA Party conservatives held an unfavorable opinion of King. Among conservatives who did not consider themselves supporters of the TEA Party movement, 56% said they had a favorable opinion of him, while 18% said they had an unfavorable opinion of him.

In the prospective ballot test, King also did exceptionally well among TEA Party conservatives, winning 58% of their vote. Latham won 16% support among TEA Party conservatives, while fellow conservative Bob Vander Plaats won 11% support.

Among traditional conservatives, Latham led with 24% support, while King won 16% support. Both Vander Plaats and Kim Reynolds won 11% support from these traditional conservatives.

Among moderates, King led the field with 20% support, closely followed by Reynolds, who won 19% support. Latham won 12% support among moderates.

The survey included a sample that was comprised of 42% TEA Party conservatives, 41% traditional conservatives who did not consider themselves to be supporters of the TEA Party movement, and another 16% self-identified as moderate Republican Primary Election voters.